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having both a short range, e.g. piconet, transmitter and receiver, and also a long range telecommunications transmitter and receiver, a memory and a control processor, the memory or the processor having an advertisement filter which, in use, compares an advertisement category profile with a filter profile of a subset of allowable advertisement categories, or specifically rejected advertisement categories, and determines whether an advertisement received by the consumer device is an advertisement that the filter will pass or reject, the control processor being arranged to draw to the attention of the user of the consumer device, in use, the presence of an allowable advertisement that has been accepted by the filter.

Please add new claim 59 as follows:

P12 59
--59. The network of claim 52 wherein each of the telecommunications devices includes a hybrid mobile telephone.--

R E M A R K S

Claim 52 has been amended for clarity and greater breadth. Claim 59 has been added to indicate the telecommunications device of claim 52 includes a hybrid mobile telephone.

Entry of the amendment is respectfully requested and in order.

Respectfully submitted,

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MARKED-UP VERSION SHOWING CHANGES:

52. (amended) A network comprising an advertiser device comprising a [hybrid mobile telephone, or other] telecommunications device, having both a short range transmitter and receiver, and also a long range telecommunications transmitter and receiver, a memory, and a control processor; the memory [containing] including an advertisement which comprises at least an advertisement category profile containing a subset of possibly allowable advertisement categories;

a consumer device comprising a [hybrid mobile telephone, or other] telecommunications device, having both a short range, e.g. piconet, transmitter and receiver, and also a long range telecommunications transmitter and receiver, a memory and a control processor, the memory or the processor having an advertisement filter which, in use, compares an advertisement category profile with a filter profile of a subset of allowable advertisement categories, or specifically rejected advertisement categories, and determines whether an advertisement received by the consumer device is an advertisement that the filter will pass or reject, the control processor being arranged to draw to the attention of the user of the consumer device, in use, the presence of an allowable advertisement that has been accepted by the filter.